



News Release

IDAHO DEPARTMENT OF WATER RESOURCES

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TWO TWIN FALLS RETAILERS JOIN
ENERGY EFFICIENCY PARTNERSHIP PROGRAM

For Immediate Release

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For Media Information:

Bob Minter, (208) 327-7970

Y-R Homes and Magic Homes, Inc., both located near U.S. Hwy. 93 north of Twin Falls, are now official program participants in the Idaho Energy Division's Energy Star[®] home certification program.

The two Magic Valley area retailers join 30 other Idaho manufactured home retailers in the energy efficiency partnership program with the Idaho Energy Division. The Energy Star Program is part of the Northwest Energy Efficient Manufactured (NEEM[™]) regional energy efficiency program.

"Homes built to the NEEM option are considered the most energy-efficient manufactured homes in the region," says Bob Minter, senior energy specialist manager with the Idaho Energy Division and NEEM program manager.

The homes constructed in Idaho's five manufacturing plants are certified by the Idaho Energy Division to meet the higher energy efficiency option. An additional 15 plants in Oregon and Washington are certified by their respective state energy offices.

"Our customers rely on us to sell the best possible products in our homes," says Maxine Kulhanek, owner-manager of Magic Homes, Inc. "We believe that by offering the Energy Star upgrade, we are giving them the extra service our company has to the reputation of providing. The additional savings on their utility bills will continue in the future and give them a positive outlook on their purchase of a Super Good Cents[®]/Natural Choice[™] manufactured home."

NEEM's regional industry program assists manufacturers and retailers in Idaho, Oregon, Montana and Washington. Under the Idaho partnership program, retailers participate in an energy-efficient home construction and marketing briefing with the Idaho Energy Division.

"The program also helps educate and support the retailers so their sales staff can better promote the efficiency option to their customers," says Minter.

NEEM is a non-profit group of electric utilities, state governments, public interest groups and efficiency industry representatives committed to bringing affordable, energy-efficient products and services to the marketplace.

Interested homebuyers can obtain information on the NEEM option by calling Y-R Homes, 208-324-0020, Magic Homes, Inc. 208-644-9641, or the NEEM regional hotline, 1-888-355-6277.

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